

**GZJ DKV'96'''**

**From:** Stacey Beckhardt  
**Sent:** 11/18/2011 3:23:11 PM  
**To:** Bobby Clark ; 'Will Rowe (wrowe@painfoundation.org)' ; Jenifer Antonacci ; Jacobs, John C. ; Paula C. Williams ; Bill M Smith ; John C. Jacobs ; 'Eric Hauth MA MS'  
**Subject:** Teva - American Pain Foundation Meeting  
**Location:** Conference Room 3E152 / Call In Number Available  
**Start:** Fri 11/18/2011 3:30:00 PM  
**End:** Fri 11/18/2011 5:00:00 PM  
**Show Time As:** Tentative

**Recurrence:** (none)  
**Meeting Status:** Not yet responded

**Required Attendees:** Jacobs, John C.; Williams, Paula C.; 'Will Rowe (wrowe@painfoundation.org)'; 'dcatlett@golinharris.com'; 'snothel@health4brands.com'; Conference Room 3E152; Mike Pursel; Bobby Clark; 'Eric Hauth MA MS'; Day, Matthew; Bill M Smith; 'mgollapalli@painfoundation.org'  
**Optional Attendees:** dcatlett@golinharris.com; Antonacci, Jenifer; snothel@health4brands.com; Matthew Day; Kathy Sapp  
**Attachments:** APFNovember2011.ppt

Time: 10:30 – noon Eastern

Location: Teva (Cephalon), 41 Moores Road, Frazer, PA 19355 (on GPS you may need to use Malvern as the city)

Conference Call Procedures:

Outside call in number: 1-888-890-8208

Int



APFNovember2011.ppt

ernal call in number: 76560

Conference ID: 9416198 #

PROBLEMS: 610-247-0212 (Stacey's Cell) or sbeckhar@cephalon.com

Attendees:

Will Rowe, American Pain Foundation, CEO  
Michelle Gollapalli, American Pain Foundation, Chief Development Officer  
Bobby Clark, Teva Federal Government Affairs  
Stacey Beckhardt, Teva Government Affairs / Advocacy Relations  
Mike Pursel, Teva Advocacy Relations  
John Jacobs, Teva Marketing, Pain  
Bill M. Smith, Teva Marketing, Pain  
Matt Day, Teva Marketing, Pain  
Jen Antonacci, Teva Product Communications  
Paula Williams, Teva Medical Education, Pain  
Steve Nothel, H4B Chelsea (marketing / ad agency)  
David Catlett, Golin Harris (communications agency)

Tentative Agenda:

Introductions

Overview of Transition to Teva Leadership (S. Beckhardt)

American Pain Foundation (W. Rowe)

Overview of Organization

Organizational Priorities

Corporate Roundtable Call

Pain Care Forum

Letter to FDA about Class-Wide REMS for Transmucosal Immediate-Release Fentanyl (TIRF) Products

State Pain Policy Action Coalition (SPPAC)

Status of Cephalon-Supported REMS Patient Education Program

Teva Pain Franchise Update (J. Jacobs)

FENTORA REMS

Clinical Development of Tamper-Resistant Hydrocodone (Investigational Therapy)

Lunch Following Meeting: Will, Michelle, and Stacey

Other Attendees Welcome / If Possible, Please Let Stacey Know in Advance



*American Pain Foundation*

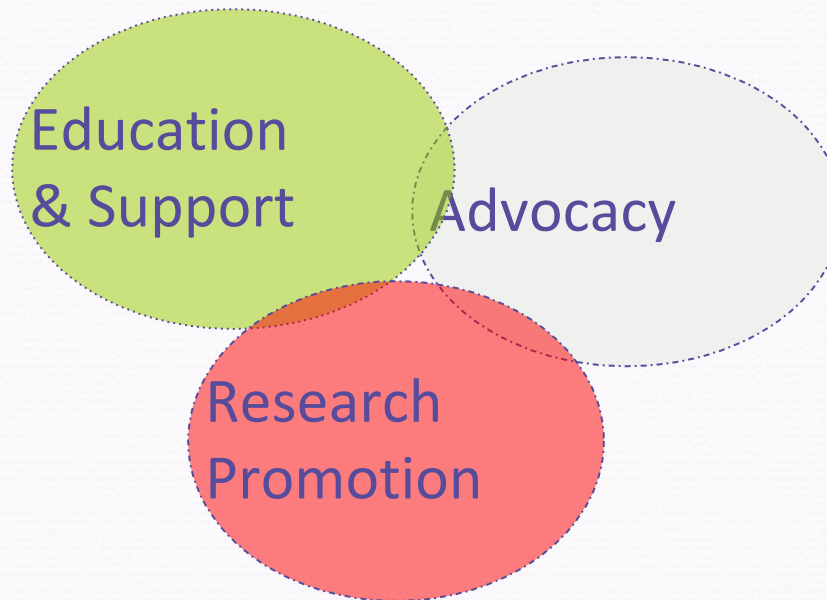
A United Voice of Hope and Power over Pain

# **American Pain Foundation Today and Tomorrow**

## **November 2011**

# About APF

An independent, nonprofit organization serving **people with pain** through information, advocacy and support



# Executive Board of Directors

- President & Chairman  
**Scott M. Fishman, M.D.**  
Chief: Division of Pain  
Medicine  
UC Davis Medical Center
- Vice-Chair  
**Mary Vargas, J.D.**  
Disabilities Attorney  
Pain Community Advisory  
Council
- Secretary  
**Aaron Gilson, MS, MSSW, PhD**  
Senior Scientist, PPSG  
University of Wisconsin
- Treasurer  
**Malene Davis, MBA, MSN, RN,**  
CHPN  
CEO and President  
Capital Hospice





# Board of Directors

**James Borynack**

Chairman and CEO , Wally Findlay Galleries

**Larry Driver, M.D.**

Professor and Chair  
Department of Pain Medicine  
UTMD Anderson Cancer Center

**Perry G. Fine, M.D.**

Professor, University of Utah School of Medicine

**Rollin McCulloch Gallagher, M.D., M.P.H.**

Director of Pain Management  
Philadelphia Veterans Affairs Medical Center

**Aaron M. Gilson, M.S., M.S.S.W., Ph.D.**

Sr. Scientist, Director of U.S. Program  
Pain & Policy Studies Group

Debra Gordon, RN, DNP, FAAN

Department of Anesthesiology and Pain Medicine  
University of Washington

**Michael J. Hanewich**

Silicon Valley Bank

Malcolm Herman, Esq.

Attorney, Private Practice

**Russell Portenoy, M.D.**

Chair: Dept. of Pain Medicine & Palliative Care  
Beth Israel Medical Center

**Malene Smith Davis, M.B.A., M.S.N., R.N., C.H.P.N.**

CEO & President  
Capital Hospice

**Cindy Steinberg**

Pain Community Advisory Council  
American Pain Foundation

**Lisa D. Weiss, MPH**

Executive Vice President  
Cooney Waters Group

**Lonnie Zeltzer, M.D.**

Director: Pediatric Pain Program  
Mattel Children's Hospital @ UCLA

**Chair Emeritus****James N. Campbell, M.D.**

Professor of Neurosurgery  
Johns Hopkins Medical Center  
Arcion Therapeutics



# Vision and Mission

**Vision:** To eliminate pain as a major public health problem.

**Mission:** To educate, support and advocate for people affected by pain.

**Strategic Vision:** APF is 2 million supported and supportive members.





# Advocacy

- **Pain Care Forum:** Principal organizer and leader of 62 member organization coalition committed to improving federal pain policy
- **American Pain Foundation Action Network:** National Advocacy Network of educated and trained advocates
- **Washington State Advocacy Focus**
- **Principal organization in the newly formed State Pain Policy Action Coalition**
- **“The Pain Project”:** To be launched in 2012. A viral strategy for building a pain movement, gathering vital data, targeting advocacy and educational actions



# Pain Care Forum

- 62 Member organizations representing patients, nurses, pharmacists, doctors, hospice, abuse community, pain education, medical ethics, and pain policy
- Task Forces: a) REMS, B) Acetaminophen, C) Legislative, D) IOM Task Force
  - Each with Action Sub-committees
- **REMS Task Force: 35 organizations:**
  - Created coordinated messaging to the FDA
  - Active presence at public meetings
  - Over 2,500 responses to the FDA Docket
    - APF Public Petition had over **4,000 submissions**
  - 4 sub-committees---Legislative, Congressional Strategy, Messaging, and Data Points



# Pain Care Forum

- **Acetaminophen Task Force:** 16 organizations:
  - Produced and disseminated messages regarding the FDA Advisory Committee acetaminophen recommendations
  - Generated over 250 responses to the FDA Docket
  - APF Public Petition:  
<http://www.thepetitionsite.com/petition/362024837>
    - Generated over **3,200 submissions** in 3 weeks
  - 3 subcommittees---Scientific Meeting, Icon, and Education
    - Ongoing education and strategizing





# Legislative Strategy Committee

- Successfully passed the Veteran's Pain Bill in 2008; the Military Pain Bill in 2009; and the provisions of the National Pain Care Policy Act in 2010
- The Veteran and Military Pain Bills require VA and DOD require each to develop comprehensive pain treatment plans to be implemented and progress reported to Congress annually
- The NPCPA provisions include: a) IOM Conference and Report; b) NIH Research Plan and Interagency Advisory Committee; c) HRSA Training and Education Grants Program



# IOM Task Force

## Task Force Actions:

- Distributed information about IOM Report to 800+ organizations
- Engaged and continues to work with the CDC to implement CDC recommendations in IOM Report
- Commitment from Senator Harkin to hold a HELP Committee Hearing on the IOM Report
- Committed to long-term work to promote implementation of IOM recommendations







# Grassroots In Action

- **APF Action Network:** <http://www.painfoundation.org/take-action/action-network/>
  - Combined force of trained persons living with pain and healthcare professionals
  - Database of over 40,000 available to take action
- **Activities:**
  - Advocacy actions at state and national levels
  - Public awareness activities
  - Focus on activities during Pain Awareness Month (PAM)
- **Action Network Summit**
  - Training and Alliance Building of action leaders **AND** advocates from over 17 national organizations



# Online Advocacy Center

## Targeted Actions For Results

2010 State Alert/Announcement Summary

Total # of Alerts – 75

Focus included:

- Step Therapy & Therapeutic Switching
- Worker's Compensation/Chronic Pain Guidelines
- Washington State Policy issues
- Announcements of Action Network events
- State targeted, for national effort – Shingles vaccine, IOM study involvement, PMDP issues, Pain Mill issues



# Summit 2009





# EDUCATION



# Principal Educational Efforts

- **Website:** Thousands of pages of educational and support information
- **Publications:** *Treatment Options, Exit Wounds, Is Fibro the Cause, Resource Guide, Bill of Rights, Describa Su Dolor*, a dozen other
- *Pain Community News* and *Pain Monitor*
- *PainSAFE*
- *NIPC*
- *Med Ed*
- *Community Events*
- *Pain Awareness Month Activities*





# Educational Initiatives (cont)

- “Spotlights On...” Breakthrough Cancer Pain, on Shingles, Military and Veterans Pain, Back Pain, Pain In Older Adults (2012)



# APF IS THE LEADING GO-TO RESOURCE FOR MEDIA COVERING PAIN



**APF IS REACHING MILLIONS—  
THROUGH PROACTIVE MEDIA OUTREACH AND  
CONTROLLED COMMUNICATION STRATEGIES**

**TOTAL MEDIA IMPRESSIONS IN 2010:**

**405,785,000 +**

145 media placements

**MEDIA IMPRESSIONS FIRST HALF 2011:**

**286 million +**

211 media placements and growing!





*American Pain Foundation*

A United Voice of Hope and Power over Pain

# ***The Pain Project***

## ***2012 to 2016***

Concept Overview



# 2012 to 2016

## STRATEGIC OBJECTIVES

- APF conducted an intense Strategic Planning Process in 2010 and articulated a focus on CAPACITY
- “Capacity” means: 2 million satisfied and engaged members
- 2 million members means:
  - Significantly greater ability to help people in pain
  - Significantly greater advocacy strength
  - Significantly greater and more diversified funding





# What Will It Take?

- A smart, scalable and cutting-edge campaign that engages large numbers and speaks directly to the population of people with pain and the public that....
  - Goes OUTSIDE THE BOX
  - Allows their voice to be heard
  - Visibly shows the state of pain care in America
  - Is highly scalable
  - Creates a simple and dynamic resource/support locator (e.g., local support groups)



# So What is “It?”

*The Pain Project*

[www.painproject.org](http://www.painproject.org)

*Powered by the APF*



# Core Elements

1. Dynamic “state of care map:” Interactive blog + mapping software interface allowing anyone to report on barriers that impede access and visibly displays state by state crisis facing PWPs
2. Dynamic “support map:” Interactive blog, combined with social media (FB, Twitter, Meetups) establishing an interactive portal to connect with local supports
3. Linkage to APF Educational and Support Services utilizing newly established APF Constituent Management Capacity
4. Action oriented engagement: blogs, petitions, story telling, issue advocacy
5. Full engagement of APF Action Network at local levels



HOME

REPORTS

SUBMIT A REPORT

CONTACT US

FILTERS →

REPORTS

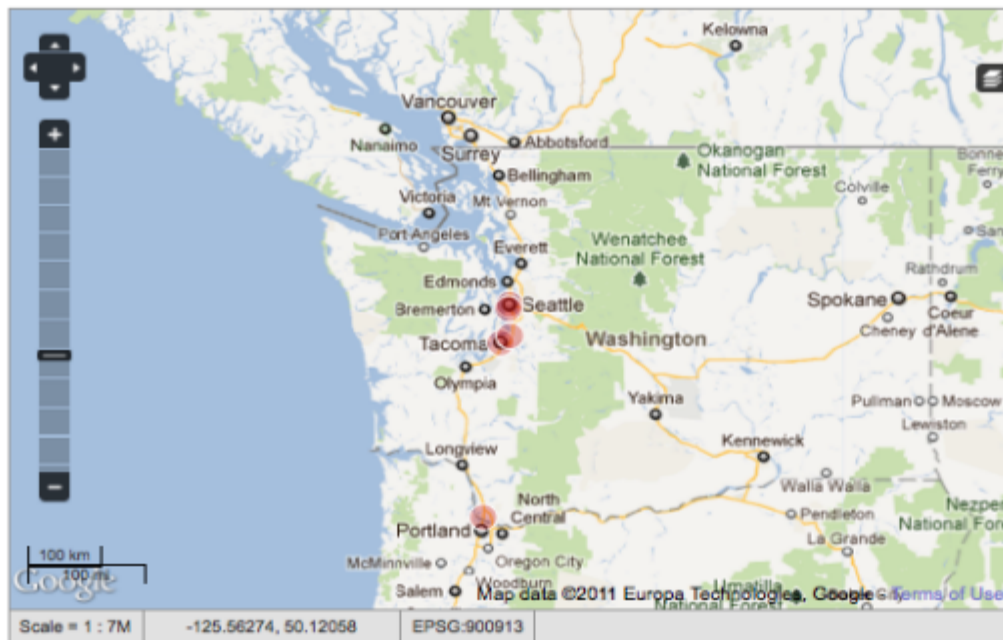
NEWS

PICTURES

VIDEO

ALL

+ CATEGORY FILTER [HIDE]



From: Aug 2011 to: Sep 2011

PLAY



ALL CATEGORIES

ED - NO OPIOID

NO OPIOID THERAPY

NO PAIN CARE

NO MEDICAID

## How to Report

1. By filling this form

## RSS Feeds (copy the url below)

<https://stateofcare.crowdmap.com/feed/>

## Reports (from the map, listed in chronological order)

TITLE	LOCATION	DATE
UW Neighborhood Federal Way Clinic	Federal Way,	Sep 15

## Official & mainstream news

TITLE	SOURCE	DATE
-------	--------	------



# Benefits

- A major engagement mechanism to attract and retain members
- A major resource for issue data including numbers, types of issues, potential advocates and spokespersons
- A major capacity to “get personal and local”
- A major resource for advocacy planning and actions
- Visible place to show the specific policy initiatives of the SPPAC
- Portal to connect each Action Network leader to potential “troops” in their states



# Cutting Through the “Noise”

The screenshot shows the 350.org website homepage. At the top, there is a navigation bar with language options (English, Français, Español, Deutsch, Português) and regional links (Africa, Australia, Brasil, Mexico, New Zealand). The main header features the 350.org logo, a "What is 350?" button, and a menu with links to ABOUT, RESOURCES, MEDIA, CAMPAIGNS & PROJECTS, SIGN UP, and DONATE. The central banner reads "WE'RE BUILDING A GLOBAL MOVEMENT TO SOLVE THE CLIMATE CRISIS." and includes a "JOIN IN:" field with the placeholder text "YOUR NAME". To the right of the banner, a text box states: "Our online campaigns, grassroots organizing, and mass public actions are led from the bottom up by people in 188 countries. [Read more...](#)" Below this, there are social media follow buttons for Twitter (@350 - 72.9K followers) and Facebook (Like - 173k). The lower section of the page is divided into several promotional tiles. On the left, a tile for "#OCCUPY AND THE CLIMATE MOVEMENT" features a photo of a protest and a "JOIN THE 99%" button. In the center, a tile titled "WATCH THE MOVING PLANET WRAP-UP VIDEO!" shows a person on a bicycle. To the right, a large tile for "NOV 6TH" promotes the "Encircle the White House to stop the Keystone XL Pipeline" with a "GET INVOLVED" button. Further right, a "MORE PROJECTS" section lists: "Climate Leadership Workshops", "The U.S. Chamber of Commerce Doesn't Speak For Me!", "Which Side Are You On? - A campaign to take on dirty money in US politics. [BETA]", "Powershift Conferences", and "eARTh: Climate Art Projects". At the bottom left, a "350 Updates" section shows a post from 11/04/11, 7:22am titled "Speaking Slowly in Saigon". At the bottom right, a "The Science of 350" section features a "CO2" graphic with the text "Scientists say that 350 parts per million CO2 in" and a "Share this" button next to a profile picture of Kelly Blynn.

# Outcomes

- A large-scale MOVEMENT to change pain care and policy
- Stakeholder engagement in a way we never have before  
= an engine for rapid and sustained membership growth
- Leveraging of grassroots, bottom up energy to build the movement, through FB, Twitter, Meetups, etc.
- Integration of core capacities of the APF (e.g., Action Network, CMS, Education and Support Services)
- A public “Storefront” for PWPs to be heard and find support





# DISCUSSION





# THANK YOU!

